

16th YEAR • A WEEKLY PUBLICATION

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6/18/56

1956

Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.  
TRAFALGAR 9-2343

fashion

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RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

january - 1957							february - 1957							march - 1957						
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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, JUNE 17, 1956</u>			
June 17	FATHER'S DAY (Sunday).		
Monday June 18 9:15 A.M. Breakfast	PREVIEW: RAINWEAR AND ACCESSORIES "Wet 'n Dry Swaggers"--introduction of new rainwear and fashion accessories. By invitation only. Contact: Eileen Milling, at Bachenheimer-Lewis, Inc., 161 E. 37th St., MU. 5-8768.	SCHERTZ UMBRELLAS, INC.; HATHAWAY SHIRT CO.	HOTEL PLAZA CRYSTAL ROOM
Monday June 18 11:00 A.M.	PRESS PREVIEW OF FALL MILLINERY Walter Florell will preview his Fall millinery collection. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday June 18 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY The Millinery Institute of America, in cooperation with Millinery Stabili- zation Commission, will present a preview of Fall hats. <u>Showing at</u> <u>5:00 P.M.</u> Contact: Rubye Graham or Babs Vierhaus, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL SHERATON-ASTOR CORAL ROOM
Beginning Monday June 18	OPENING: FALL AND WINTER MILLINERY Gage Hats will show their Fall and Winter millinery at informal continuous daily showings. Contact: WI. 7-1055.	GAGE HATS	1 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Monday June 18- June 29	HOME FURNISHINGS MARKET IN CHICAGO The International Home Furnishings Market will show furniture, floor coverings, upholstery fabrics, housewares, major and electrical appliances, radios and televisions, toys, games and wheel goods, curtains and draperies, bedcoverings, linens, domestics, lamps, shades, china, glassware, pottery and gifts. Contact: Merchandise Mart, Chicago.	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
Tuesday June 19 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Beatrice-Martin will preview her Fall millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	BEATRICE-MARTIN (16 WEST 57TH ST.)	SHERRY-NETHERLAND CARNAVAL ROOM
Tuesday June 19 9:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS Bloomingdale's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Margaret deMille, EL. 5-6400.	BLOOMINGDALE'S	3RD FLOOR BRIDAL SALON
Cancelled June 19	VANITY FAIR'S FALL LINGERIE PRESS PREVIEW ORIGINALLY SCHEDULED FOR 4:15 P.M., HAS BEEN CANCELLED.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 19 7:00 P.M. Dinner	BUYERS' SHOWING: FALL MILLINERY FASHIONS Showing for buyers of Fall and Winter millinery. Contact: LO. 4-7800.	MILLINERY STAB. COMMISSION	HOTEL SHERATON-ASTOR GRAND BALLROOM
Wednesday June 20 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Preview of the Irene of New York and Rivera Fall millinery collections to press and buyers. By invitation. Contact: Ethel Greene, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday June 20 11:00 A.M.	PRESS PREVIEW: FALL BRIDAL FASHIONS Russeks will preview their Fall bridal fashions. By invitation. <u>Public showing</u> , Thurs., June 21 at 6:00 P.M., 3rd floor, Bridal Salon. Publicity: Pat Keller, WI. 7-1900.	RUSSEKS FIFTH AVENUE	8TH FLOOR
Wednesday June 20 3:00 P.M.	INAUGURATION OF NEW FASHION CENTER Inauguration of new World Fashion Center of which Grover A. Whalen is chairman. Attendance strictly by invitation (already issued). Contact: TE. 8-6900.	MAYOR'S COMMITTEE FOR WORLD FASHION CENTER	ZECKENDORF BUILDING 10 EAST 56TH STREET
Wednesday June 20 5:00 P.M.- 7:00 P.M.	PRESS PARTY TO OPEN NEW SALON Enrico Caruso will invite the press to the opening of his new beauty salon. By invitation only. Contact: Mrs. Caruso, PL. 1-2870.	ENRICO CARUSO	100 EAST 55TH STREET
Thursday June 21 9:00 A.M. Breakfast	PREVIEW OF FALL MILLINERY Emme will preview her Fall millinery to press and buyers. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	EMME (19 WEST 57TH ST.)	HOTEL AMBASSADOR DIPLOMAT ROOM
Thursday June 21 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM COLLECTION Martier-Raymond "Cosmic Trends"---a preview of designs from their Fall custom collection. By invitation. Contact: Lillian Libman, TE. 8-7275.	MARTIER-RAYMOND	36 CENTRAL PARK SOUTH
Friday June 22 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY Press and buyers will preview the Gardner and the Balenciaga-Gardner Fall millinery collections. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	GARDNER & BALENCIAGA- GARDNER (1 W. 39TH ST.)	1407 CLUB 1407 BROADWAY
Friday June 22 12:00 Noon Luncheon	FALL READY-TO-WEAR LUNCHEON SHOW "Highlights - Fall 1956" Ready-To-Wear - U.S.A. Commentator: Estelle Lane Brent, "McCall's". Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: \$7.00 for members; \$8.50 for guests (one guest per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Saturday June 23 2:00 P.M.	SHOWING OF FALL BRIDAL FASHIONS Abraham & Straus will present their Fall bridal fashions. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	8TH FLOOR SPECIAL EVENTS CENTER



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 23- June 27	FALL AND CHRISTMAS MARKET WEEK AT N.Y. TRADE SHOW BUILDING BY THE NAT'L ASS'N OF DISPLAY INDUSTRIES. Contact: NADI, 203 N. Wabash Ave., Chicago.		
Monday June 25- June 29	FIRST ANNUAL TRADE HOUSEWARES SHOW Exhibition of china, glass, housewares, furniture, etc.; also Russel Wright's collection from the Far East. By registration. Contact: MU. 7-4580. Publicity: Ted Materna Assoc., GR. 7-8862.	INTERNATIONAL HOUSEWARES SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
Postponed June 26	BEST'S PRESS PREVIEW OF FALL BRIDAL FASHIONS AT 9:30 A.M. HAS BEEN POSTPONED. (New date will be announced later).		
Tuesday June 26 11:00 A.M.; 4:00 P.M.	PREVIEWS OF FALL MILLINERY Joe Cohn's Fall millinery will be previewed by the press at 11:00 A.M.; and buyers at 4:00 P.M. By invitation only. Publ: Maud G. Moody, LE. 2-5562.	JOE COHN HATS	1 WEST 39TH STREET SHOWROOM - 11TH FLOOR
Tuesday June 26 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW: PRINTS BY HENRI MATISSE Comprehensive selection of 60 etchings and lithographs by Henri Matisse. Open to public, June 27 - Oct. 7. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM GALLERY
Wednesday June 27 10:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Mr. John will preview his Fall custom and ready-to-wear millinery collections. By invitation only. Contact: Diane Montgomery, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday June 28 9:30 A.M. Coffee	PRESS PREVIEW OF FALL BRIDAL FASHIONS Ohrbach's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Thursday June 28 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY The press will be invited to preview Sally Victor's Fall millinery. By invitation only. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
July 4	INDEPENDENCE DAY--Legal Holiday (Wednesday).		
Postponed July 5	GIMBELS PREVIEW OF ROOM SETTINGS FROM MID-SUMMER FURNITURE COLLECTION AT 9:30 A.M., HAS BEEN POSTPONED. (New date will be announced later).		
Saturday July 7 4:00 P.M.	FALL MILLINERY FOR VISITING PRESS John Frederics will present his Fall millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Saturday July 7 6:00 P.M. Buffet	FALL MILLINERY FOR VISITING PRESS Preview of Walter Florell's Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	WALTER FLORELL	29 EAST 53RD STREET SALON
Sunday July 8 10:00 A.M.- 1:00 P.M. Brunch	FALL AND WINTER JEWELRY COLLECTION Trifari, Krussman and Fishel will invite the out-of-town and N.Y. editors to an informal showing of their Fall and Winter jewelry collection. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday July 8 11:00 A.M.	FALL MILLINERY AT VISITING PRESS SHOW Emme will present her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Kaldor, TE. 8-1520.	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 8 1:45 P.M. Luncheon	FALL MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Fall millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Sunday July 8 3:00 P.M.	MILLINERY SHOW FOR VISITING PRESS Sally Victor will preview her Fall millinery to the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON - 9TH FLOOR
Sunday July 8 4:00 P.M. Cocktails	FALL MILLINERY FOR VISITING PRESS Mr. Arnold will present his Fall millinery to the visiting press. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	PLACE TO BE ANNOUNCED
Sunday July 8 4:30 P.M.- 8:30 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to cocktails and buffet supper. By invitation only. Publicity: Adelia Ellis, CI. 5-8448.	FORSTMANN, INC. (30 ROCKEFELLER PLAZA)	HOTEL AMBASSADOR EMBASSY CLUB
Sunday July 8 7:00 P.M. Cocktails- Dinner	SILK FASHION SHOW FOR VISITING PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y. Dress Institute) will present fashions in silk by leading manufacturers. Dinner at 8:00 P.M., followed by show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE BALLROOM
Monday July 9 11:00 A.M.	PREVIEW OF FALL MILLINERY Showing of Fall hats, followed by buffet luncheon. By invitation. Publicity: Maud G. Moody, LE. 2-5562.	MISS MAY, INC. (30 WEST 57TH ST.)	LONGCHAMPS RESTAURANT 19 WEST 57TH STREET
Monday July 9 12:00 Noon Luncheon	PREVIEW OF FALL MILLINERY Mr. Arnold will preview his Fall millinery to press and buyers. By invitation only. Contact: PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR TRIANON ROOM
Monday July 9 5:00 P.M.- 7:00 P.M. Cocktails	FASHIONS IN WOMEN'S AND MEN'S WATCHES "156 Fashions in Time"--newest creations in women's and men's watches for the coming season, presented by The Watchmakers of Switzerland (Auxiliary Member of N.Y. Dress Institute). By invitation only. Sponsored by Foote, Cone & Belding. Contact: Elizabeth Maher Associates, EL. 5-4248.	THE WATCHMAKERS OF SWITZERLAND	HOTEL PIERRE ROOF GARDEN
Tuesday July 10 8:00 A.M. Breakfast	LACE SHOWING FOR VISITING PRESS Schiffli Lace & Embroidery Institute (Auxiliary Member of N.Y. Dress Institute) will present embroidery fashions. By invitation only. Contact: Dora Miller & John Lewis, 1270 Sixth Ave., Room 2115, CI. 6-4830.	SCHIFFLI LACE & EMBROIDERY INST.	HOTEL PIERRE BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday July 10 10:00 A.M.	PRESS PREVIEW OF FALL MILLINERY William J. will preview his Fall millinery to the press. By invitation only. Publicity: Donna Cannon, MU. 7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Tuesday July 10 4:30 P.M.- 7:00 P.M.	PREVIEW OF LINGERIE DRESSES & BLOUSES Yolande's "Twilight Hour" presentation of Fall lingerie, children's and infants' dresses and lingerie, and blouses for local and out-of-town press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	YOLANDE CORP.	SHERRY NETHERLAND CRYSTAL PAVILION
Tuesday July 10 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER WITH CABARET "The Song of the Diamond"--jewelry from Black, Starr & Gorham, Cartier, Tiffany, Van Cleef & Arpels and Harry Winston will be shown to the visiting editors by N. W. Ayer ( <u>Auxiliary Member, N.Y. Dress Institute</u> ) at cocktails and dinner, with cabaret entertainment. By invitation only. Contact: Margaret MacColl at N. W. Ayer, CI. 6-0200.	N. W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	HOTEL PLAZA TERRACE & PERSIAN RMS.
Wednesday July 11 8:00 A.M. Breakfast	FASHIONS IN CORDUROY, VELVET & VELVETEEN Crompton-Richmond ( <u>Auxiliary Member of N.Y. Dress Institute</u> ) will present Fall and Winter fashions in corduroy, velvet and velveteen to the visiting press. By invitation only. Contact: Rosalind Allan, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	HOTEL PIERRE BALLROOM
Wednesday July 11 12:00 Noon Luncheon	PRESS PREVIEW: FASHIONS IN ALAMAC FABRICS Alamac ( <u>Auxiliary Member of N.Y. Dress Institute</u> ) will invite the out-of-town and local press to preview Fall fashions by leading manufacturers in "Thalspun" orlon wool-jersey; "Permatal-Everglaze" cotton knits; and "Furalla" orlon-dynel pile fabric. By invitation only. Contact: Lee Silver at Alamac, OX. 5-1445.	ALAMAC KNITTING MILLS (1412 BROADWAY)	SAVOY-PLAZA HOTEL SAVOY ROOM
Wednesday July 11 12:15 P.M. Luncheon	FALL MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA, with a special fashion report and survey of Fall millinery. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8324.	MILLINERY MERCH'G EXECUTIVES ASS'N	HOTEL SHERATON-ASTOR
Wednesday July 11 4:00 P.M. Cocktails	PRESS PREVIEW: FALL SHOW FASHIONS Saks will preview their Fall shoe fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday July 11 7:00 P.M. Dinner	PRESS SHOWING OF FALL MILLINERY The Millinery Institute of America ( <u>Auxiliary Member of N.Y. Dress Institute</u> ) will show Fall millinery. By invitation only. Contact: Rubye Graham or Babs Vierhaus, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	PLACE TO BE ANNOUNCED
Thursday July 12 8:00 A.M.- 9:00 A.M.	BOUTIQUE SHOWING FOR VISITING PRESS Capezio ( <u>Auxiliary Member of N.Y. Dress Institute</u> ) will present shoe fashions for Fall to visiting press. (Local press show, Wed., July 11, at 9:00 A.M.) By invitation. Contact: Marya Morton at Capezio, JU. 6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 50TH STREET)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 12 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL BRIDAL FASHIONS Macy's will preview their Fall bridal fashions to the press. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 12 12:00 Noon Luncheon	MILLINERY AND ACCESSORIES MEETING The Fashion Group will hold a combined millinery and accessories meeting. Speaker: Nicholas Parker, President, Henri Bendel. Commentator: Madelyn Coe, J. L. Hudson, Detroit. Chairmen--Accessory: Dorothy Fox Davies; Millinery: Frances Hodges and Conoldine Burnett. (Prices will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Thursday July 12 5:30 P.M.- 7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Importers, Inc.) for local and visiting press. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.
Saturday July 14 9:00 A.M. Champagne	BREAKFAST SHOWING FOR VISITING PRESS Ritter Brothers (Auxiliary Member of N.Y. Dress Institute) will present their Fall fur collection designed by Leo Ritter. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Wednesday July 18 4:00 P.M. Cocktails	PRESS PREVIEW OF MID-SUMMER FURNITURE The daily press will be invited to preview Macy's room settings from their Mid-Summer furniture collection. <u>Magazine press preview</u> on Thurs., July 19 at 9:30 A.M. By invitation, Publ.: Barbara Gray, CH. 4-2000.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS Saks-34th will preview their Fall Maurer bridal fashions. By invitation only. <u>Customer showing</u> at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21</u> --9:00 A.M. to 7:00 P.M.; <u>August 22</u> --9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASSOCIATION	WALDORF-ASTORIA

OPENING OF FALL COLLECTIONS IN DUBLIN, LONDON, ROME, FLORENCE, PARIS

Friday July 13 8:00 P.M.	FALL AND WINTER PREVIEW IN IRELAND By invitation only. Publ.: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	58 GRAFTON STREET. DUBLIN, IRELAND
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(Continued on next page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENINGS: DUBLIN, LONDON, ROME, FLORENCE, PARIS (Continued)</u>			
Beginning Monday July 16- July 20	BRITISH READY-TO-WEAR FOR FALL Group includes: Aquascutum, H. B. Popper, Horrockses, Jacqmar, Matita, Dorville, Frederick Starke, Wallace of London, The Jeager Co., Verner-vogue, Simon Massey. Contact: London Week Office, 630 Fifth Ave., CI. 7-8060; or Dorothy N. Patterson, 36A Bruton Place, London, W.1.	LONDON WEEK	LONDON, ENGLAND
Beginning Wednesday July 18- July 20	OPENING OF ROMAN COUTURE COLLECTIONS <u>July 18</u> : Accessories Exhibit; Faraoni; La Tessitrice dell'Isola; Mingolini-Gugenheim. <u>July 19</u> : Fontana; Eleanora Garnett; Ferdinandi; Gattinoni. <u>July 20</u> : Giovanelli. (Also showing, but not with Sindicato--Simonetta and Fabiani on July 20). Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaele Scarpitti of the Sindicato, 121 Piazza Montecitorio, Rome.	SINDICATO ITALIANO ALTA MODA	ROME, ITALY
Beginning Friday July 20 July 23	OPENING OF FLORENCE COUTURE COLLECTIONS <u>July 20</u> : Millinery Show and "Young Designers"--Likis, Sarli, Giuliano. <u>July 21</u> : Avagolf, Mikpaul, Valditovere, Mammini, Glans, Giara D'Arno, Myricae, Vito--(Boutique and sportswear). <u>July 22</u> : Antonelli, Carosa, Guidi, Veneziani. <u>July 23</u> : Marucelli, Schuberth, Emilio, Capucci. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
Beginning Monday July 23- July 25	SCHEDULE OF LONDON COUTURE PREVIEWS <u>July 23</u> : Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 24</u> : Michael, Lachasse, Ronald Paterson, Victor Stiebel. <u>July 25</u> : Hardy Amies, Charles Creed, Mattli, John Cavanagh. Contact: Rosemary Borland, 233 High Holborn, London, W.C.1.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Beginning Thursday July 26	OPENING DATES OF PARIS COLLECTIONS <u>July 26</u> : Christian Dior, Claude Riviere, Irene Dana, Pierre Clarence, Germaine Lecomte, Irmone, Bruyere. <u>July 27</u> : Jacques Fath, Madeleine de Rauch, Jacques Heim, Revillon, Vera Borea, Manguin. <u>July 28</u> : Jean Patou, A.C.P., Lanvin (Castillo), Gres, Costet. <u>July 30</u> : Balmain, Charles Montaigne, Jean Desses, Ardanse, Maggy Rouff, Lola Prusac, Pierre Cardin, Mina Ricci. <u>July 31</u> : Anny Blatt, Carven, Jacques Griffe, Jeanne Fardeau, Mad Carpentier, Bernard Sagardoy, Catherine Sauve, Madeleine Vramont. <u>August 1</u> : Andre Ledoux Sports, Maurice Roger, Renee Lise, Amy Linker, Michele Lambert, Doeuillet-Doucet, Hermes, Raphael. <u>August 2</u> : Valentine Bourgade, Chanel, Regine Lutece, Jacqueline Godard. <u>August 3</u> : Raymonde Coste, Helen Hubert, Line Carmine, Georgette Renal. <u>August 4</u> : Renee Collard. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE



MOVIES...MUSIC...THEATRE...OPERA...BALLET

Thursday  
June 14      PREMIERE: "THE CATERED AFFAIR" (Movie)      VICTORIA THEA., B'WAY & 46TH ST.  
Bette Davis, Ernest Borgnine, Debbie Reynolds and Barry Fitzgerald will  
star in MGM's comedy based on a play by Paddy Chayefsky. Producer: Sam  
Zimbalist. Director: Richard Brooks. MGM Publicity: Frances Lane or  
Herbert Crooker, JU. 2-2000.

Thursday  
June 14      OPENING: "NEW FACES OF '56"      ETHEL BARRYMORE THEATRE, 243 WEST 47TH STREET  
Leonard Sillman and John Roberts in association with Yvette Schumer will  
present Mr. Sillman's musical revue with Johnny Haymer, T. C. Jones, Tiger  
Haynes, Virginia Martin, John Reardon, Jane Connell. Settings: Peter  
Larkin. Lighting: Peggy Clark. Costumes: Thomas Becher. Publicity:  
Bill Doll, WI. 7-2386.

Week  
Of      FIRST WEEK: STADIUM CONCERTS      LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.  
June 18      Mon., June 18: Marian Anderson; arias by Saint-Saens & Verdi; Negro songs.  
Tues., June 19: Pierre Monteux, conductor; Berlioz, Mussorgsky, Brahms.  
Wed., June 20: Harold Cone; Schumann's A Minor Piano Concerto.  
Thurs., June 21: Mischa Elman; Tchaikovsky's D Major Violin Concerto.  
Sat., June 23: Ballet Russe de Monte Carlo; Giselle, Scheherazade.  
Publicity: Miss Alix Williamson, CI. 6-4462.

Wednesday  
June 20      PREMIERE: "SAFARI" (Movie)      LOEW'S STATE, BROADWAY & 45TH STREET  
Janet Leigh and Victor Mature will star with John Justin and Roland Culver  
in Columbia's Technicolor-CinemaScope African adventure film. Producer:  
Adrian D. Worker. Director: Terence Young. Costume supervision: Else  
Sennell. Columbia Publicity: Hortense Schorr, CI. 5-5000.

Thursday  
June 21      PREMIERE: "THE EDDY DUCHIN STORY" (Movie)      MUSIC HALL, 6TH AVE. & 50TH ST.  
Tyrone Power, Kim Novak, Rex Thompson, James Whitmore will co-star in  
Columbia's Technicolor-CinemaScope story about the late piano stylist.  
Featuring: Shepperd Strudwick and Victoria Shaw. Director: George Sidney.  
Producer: Leo Katcher. Costumes: Jean Louis. Columbia Publicity: Hortense  
Schorr, CI. 5-5000.

Beginning  
Thursday  
June 21      OPENING: "SHOW BOAT"      JONES PEACH MARINE THEATRE, JONES BEACH, L.I.  
Guy Lombardo will present the Jerome Kern-Oscar Hammerstein musical, from  
the novel by Edna Ferber. Starring: Paul Hartman with Hal LeRoy, Helena  
Bliss, David Atkinson, Gloria Hamilton, Helen Raymond. Director: Reggie  
Hammerstein. Sets and lighting: Albert Johnson. Costumes: J. Michael  
Travis. Production supervisor: John Kennedy. Tickets: \$1.10-\$4.40.  
Publicity: Saul Richman, MU. 8-1770.

Thursday  
June 28  
8:30 P.M.      PREMIERE: "THE KING AND I" (Movie)      ROXY THEATRE, 7TH AVE. & 50TH ST.  
Yul Brynner, Deborah Kerr will star with Rex Thompson, Carlos Rivas, Rita  
Moreno in 20th Century-Fox's CinemaScope-DeLuxe Color musical by Rodgers and  
Hammerstein. Producer: Charles Brackett. Director: Walter Lang.  
Costumes: Irene Sharaff. Premiere for benefit of Police Athletic League;  
tickets: \$5.00 - \$100.00. 20th Century Publ: Charles Levy, CO. 5-3320.

Sunday  
Sept. 16-  
Sept. 30      OPENING: "THE ROYAL DANISH BALLET"      MET OPERA HOUSE, B'WAY & 39TH ST.  
The Royal Danish Ballet will be seen for 17 appearances only -- presented  
by Columbia Artists Management, in association with Howard Lanin Management.  
Tickets: \$1.80 - \$7.50. Publicity: Levrett Wright, CI. 7-6900.